



REPLY TO
ATTENTION OF

SCCS

DEPARTMENT OF DEFENSE
UNITED STATES SOUTHERN COMMAND
3511 NW 91ST AVENUE
MIAMI, FL 33172-1217

2 June 2004

POLICY MEMORANDUM 4-04

SUBJECT: U.S. Southern Command Local Area Network Broadcast and Announcement Policy

1. **Purpose.** This policy sets forth the guidelines for e-mail broadcasts and announcements on the Headquarters, United States Southern Command (USSOUTHCOM) SIPRNET and NIPRNET local area networks (LANs).

2. **Applicability.** This policy applies to the USSOUTHCOM.

3. **General.** Considering our ever-increasing dependence on communicating information electronically via our LAN, this policy establishes limitations on and guidelines for the types of information to be disseminated via e-mail broadcasts and web announcements.

4. **Policy.** The following guidance is provided to ensure that USSOUTHCOM fully leverages the capabilities of our LANs in a manner that is efficient and focused on saving resources.

a. **SOUTHCOM Knowledge Online (SCKO) Announcements.** Post announcements to the "Announcements" window on the SCKO portal home page. Post only announcements that are official in nature or address a topic that is command-sponsored. Official is defined as information that pertains to or directly relates to USSOUTHCOM mission support, military or government service, Department of Defense or command policy, or operational status.

b. **E-Mail Broadcasts:** Broadcast via e-mail to all USSOUTHCOM only information that is time-critical and pertaining to or directly related to USSOUTHCOM mission support or operational status as well as force-protection issues that require immediate attention. Examples of acceptable broadcast messages are evacuation and hurricane training notices. Examples of unacceptable broadcast messages are bake sale and recognition ceremony announcements. Do not broadcast attachments; use hyperlinks instead. Only a select few designated broadcasters have the authority to disseminate information via e-mail broadcasts to the "ALL SOUTHCOM" global distribution list. The following positions will have broadcaster permissions: Commander, Deputy Commander, Chief of Staff, Secretary Joint Staff (SJS), Joint Operations and Intelligence Center watch officer, U.S. Army Signal Activity (ASA) – Southern Command network manager, and ASA help desk.

c. **Target your audience:** If your information targets a smaller community (e.g., ALL ARMY, ALL SCJ3, or ALL ITOs), send an e-mail to that distribution list in the global address list (GAL). DO NOT send e-mails to the "ALL" distribution lists in the GAL to circumvent the broadcast policy described in paragraph 0.

d. **Solicitation:** Solicitation is prohibited. You may not solicit on behalf of any organization or civilian event unless you have coordinated with and gained approval from the Chief of Staff, Public Affairs Office and the Judge Advocate General.

SCCS

SUBJECT: U.S. Southern Command Local Area Network Broadcast and Announcement Policy

5. Responsibilities.

a. Chief Information Officer (CIO)/J6 will oversee implementation of this policy.

b. Directors will:

(1) Appoint, via letter to ASA, two "announcers" per directorate for posting to the SCKO portal Announcements window. Large directorates may appoint additional "announcers" as approved by the ASA network manager.

(2) Ensure their staff's information dissemination practice complies with this policy.

(3) Exercise ultimate responsibility over the content and dissemination methodology utilized by their staff.

(4) Forward to the SJS any requests for "ALL SOUTHCOM" email broadcasts.

c. Broadcasters will:

(1) Act as focal point for e-mail broadcasting to ALL SOUTHCOM.


(2) Filter all requests and adhere to the guidelines in paragraph (4).

d. USSOUTHCOM HQ members should review the "Announcements" window of the SCKO portal on a daily basis and become familiar with its contents.

e. The ASA, the operations and maintenance (O&M) activity in support of USSOUTHCOM HQ, will enforce this policy.

6. The point of contact is SCJ652 at DSN 567-1678.

FOR THE COMMANDER:



MICHAEL R. LEHNERT
Brigadier General, U.S. Marine Corps
Chief of Staff, U.S. Southern Command

DISTRIBUTION:

E